Rockbuster Strategies

Background

▶ Rockbuster's management team is planning to launch an online video rental service. Video rental online services is an extremely competitive market. Therefore, Rockbuster needs to be prepared to stand out. As a result, Rockbuster will be utilizing a stategy created based on existing movie licences

Questions

- ▶ 1. Rockbusters highest customers
- ▶ 2. Average rental duration for all videos
- 3. Which countries Rockbuster customers are based in?
- 4. How many movies has Rockbuster made?
- ▶ 5. Which are the most profitable movies?
- 6.What is the total revenue from movies?
- 7. Which are the top customers of Rockbuster in terms of revenue?
- ► The analysis was performed on a sample of data for 2006 provided for this project

Rockbuster at a glance

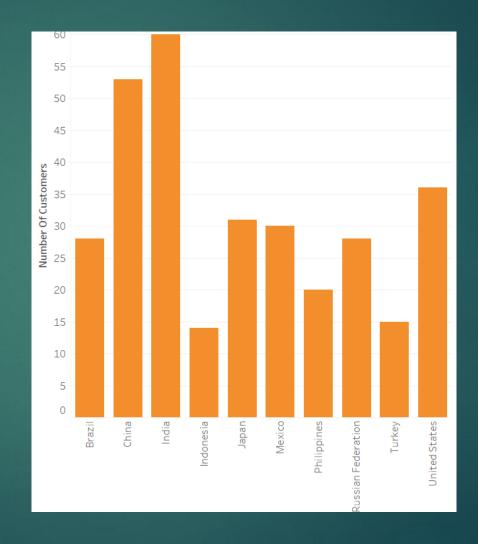
- ► Average Rental Duration: 5 days
- Average rent for the movie: \$5
- ► Total Revenue: \$61,312.04
- ► Maximum Customer: 599
- ▶ Total Movies: 1000

Country Wise Customers

Countres with the most customers are India, China and United States

Rockbuster has a great foothold in South East Asia in terms of number of customers

So Rockbuster should focus its marketing strategies in India, China and United States and explore South East Asia



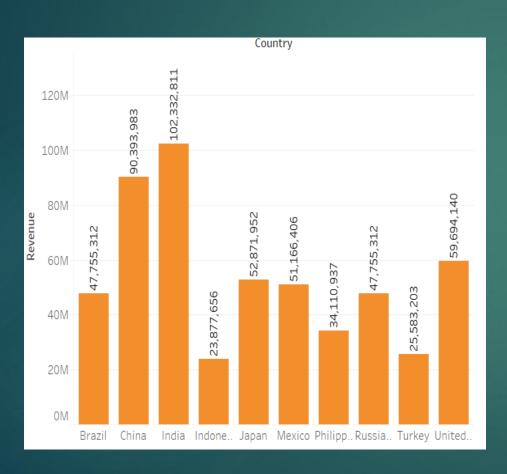
Top 5 Customers

- Rockbuster's highest spending customers:
- India, United States, Mexico, China, Japan
- So above countries have high demand for movies
- Arlene, top ranked customer bought a total of 26 movies

Rockbuster's Top 5 Highest Spending Customers

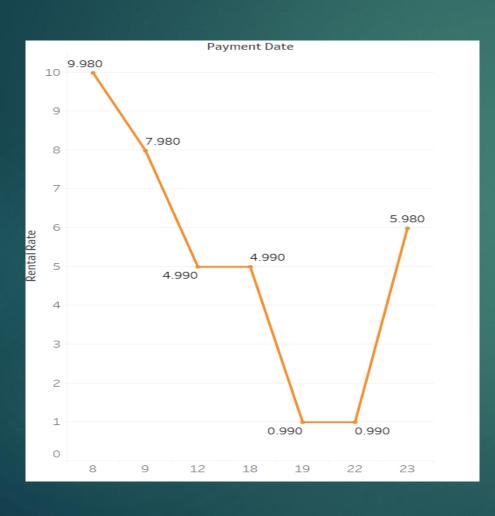
Custome	City	Country	Count	RANK	Total
Arlene	Ambattur	India	1.0	1.0	111.8
Clinton	Aurora	United States	1.0	1.0	98.8
Glen	Acua	Mexico	1.0	1.0	100.8
Kyle	Shanwei	China	1.0	1.0	109.7
Marlene	lwaki	Japan	1.0	1.0	106.8

Top Countries in terms of Revenue



- ► Top countries in terms of revenue are India, China and United States
- Rockbusters has a great foothold in South East Asia in terms of revenue as well.
- Rockbuster should focus its revenue strategies in India, China and United States, and South East Asia

Rental rate per Day in 2007



- Rental rate is high in the beginning of the month and is on the lower side in the end of the month
- So first two weeks are highly profitable as per the rental rate.

Revenue as Per Period



- Revenue is increasing every few days
- It is an indication that the venture is going to be profitable

Recommendations

- Rockbuster's top customers are India, China and United States. So Rockbuster should focus on marketing its video online rental services in these countries.
- ► The average rental duration is five days, which can be used to inform pricing and rental period options for customers
- Although rental rate is fluctuating over time, profitability is increasing affirms that the venture will be profitable
- Rockbuster should also explore its potential in other Asian countries apart from India and China, as they should have similar taste of movies

Conclusion

Rockbuster has got a lot of potential market in Asia, India and China being its top customers. So Rockbuster should implement its marketing strategies in Asia. Video rental online service has a very good potential in Asia.

- **► THANKS**
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- ► Tableau links:
- Top three countries who are best customer | Tableau Public
- Top 10 Cities in the top 10 countries with the most customers | Tableau Public
- ► Rockbuster's Top 5 Highest Spending Customers | Tableau Public